U.S. Department of the Interior

Office of Planning and Performance Management

Guidelines for Accessing the Department of the Interior's Generic Clearance for Customer Satisfaction Surveys

July 2002

Contents

Purpose

These guidelines are intended to help Department of the Interior (DOI) offices and bureaus successfully use the Department's Programmatic Clearance for Customer Satisfaction Surveys (also known as the Generic Clearance package) to collect customer satisfaction data. It describes the process, its requirements, and contains copies of necessary approval forms as attachments.

Why Do We Need to Collect Customer Data?

Interior offices and bureaus must collect customer satisfaction data to comply with the Government Performance and Results Act (GPRA) of 1993 (P.L. 103-62) and Executive Order (E.O.) 12862. Additionally, in order to help realize the President's Management Agenda priorities of creating a citizen-centered government, the Department of the Interior must measure customer satisfaction levels associated with its services, products, and information through periodic surveys, face-to-face meetings, and frequent communication with our customers. Data obtained from these customer interactions can be used to identify opportunities for improvement. Comment cards, questionnaires, and other survey methods are viable tools for collecting valuable customer information that can assist DOI's bureaus and offices in complying with the Administration's guidance.

What's Special About the Generic Clearance?

The Generic Clearance enables DOI offices and bureaus to collect customer information using a streamlined process for approving the research instruments used in the data collection. The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain approval from the Office of Management and Budget (OMB) before they can collect information from the general public. The PRA defines "collection of information" quite broadly. It covers any identical questions posed to 10 or more members of the public, whether voluntary or mandatory, written, electronic, or oral. The term "public" does apply to State, local and tribal governments. It does NOT apply to Federal agencies as long as representatives of Federal agencies are being surveyed as such and not as private citizens.

The standard Paperwork Reduction Act compliance process used by agencies to obtain approval from OMB to collect customer information typically takes more than 120 days. The Generic Clearance, once approved, significantly reduces the time needed to obtain OMB approval for use of instruments covered by the Generic Clearance.

What is a Generic Clearance?

A generic clearance is a master plan for conducting one or more customer surveys. It is prepared using the standard Paperwork Reduction Act compliance process, which requires at least 120 days from preparation of the initial draft to final approval by the OMB. Once the generic clearance has been approved, bureaus and offices can request a quick review of actual details of surveys to be conducted within the context of the master plan within a significantly reduced timeframe.

The DOI Generic Clearance for Customer Satisfaction Surveys was approved by OMB in January 2002 and is effective until January 31, 2005. During this period of time, bureaus and offices interested in collecting customer satisfaction data may receive expedited processing (within 10 business days) of specific survey instruments, as long as the instruments are consistent with the pre-approved "master plan" and provide the required information.

DOI's Programmatic Clearance for Customer Satisfaction Surveys

The DOI has received a three-year programmatic (or generic) clearance from OMB, under clearance #1040-0001, to conduct customer research using the following tools:

In-person intercept surveys: In a face-to-face situation, the survey instrument is provided to a respondent who completes it while on site and then returns it. This may include oral administration or the use of electronic technology and kiosks. The survey proctor is prepared to answer any questions the respondent may have about how to fill out the instrument but does not interfere or influence how the respondents answer the questions.

Telephone interviews or questionnaires: Using existing databases, an interviewer will contact customers who have had a specific experience with the agency. The interviewer will dial back until the customer has been reached. Once contacted, the survey respondent is given a brief introduction to the survey, including its importance and use. The interviewer will then expeditiously move through the survey questions.

Mail and e-mail surveys: Using existing lists of customer addresses, a three contact-approach based on Dillman's "Tailored Design Method" will be employed. The first contact is a cover letter explaining that a survey is coming to them and why it is important to the agency. The second contact will be the survey instrument itself along with a postage-paid addressed envelope to return the survey. The third contact will be a reminder postcard sent 10 days after the survey was sent. Finally, the respondents will receive a letter thanking them for the willingness to participate in the survey and reminding them to return it if they have not already done so. At each juncture, the respondents will be given multiple ways to contact someone with questions regarding the survey (including phone, FAX, web, and email). If the survey has been lost, the respondent can request that another be sent to them. Electronic mail is sometimes used instead of postal mail to communicate with customers. Although this is a cost-effective mode to survey a large group of people, it does not usually generate the best response rate. Telephone calls to non-respondents can be used to increase response rates.

Web-based: For products or services that are provided through electronic means, whether e-commerce or web-based information, a web or email survey may be most appropriate. During the course of their web interaction, users can volunteer to add their name to a list of future surveys. From this list, a respondent pool will be selected in accordance with the sampling procedures outlined above. An email will be sent to them explaining the need and importance of the survey with a web link to the survey. Within 5 days, a follow-up email will be sent to the respondents reminding them to complete the survey. Finally, the respondents will receive an email thanking them for the willingness to participate in the survey and reminding them to complete it if they have not already. The respondent will always have the option to submit the survey in paper form, should they elect to do so.

Focus groups: Some data and information are best collected through more subjective, conversational means. A focus group is an informal, small-group discussion designed to obtain in-depth qualitative information. Individuals are specifically invited to participate in the discussion, whether in person or through technologically enhanced means (e.g., video conferencing, on-line sessions). Participants are encouraged to talk with each other about their experiences, preferences, needs, observations, or perceptions. A moderator whose role is to foster interaction leads the conversation. The moderator makes sure that all participants are encouraged to contribute and that no individual dominates the conversation. Furthermore, the moderator manages the discussion to make sure it does not stray too far from the topic of interest. Focus groups are most useful in an exploratory stage or when the bureau/office wants to develop a deeper understanding of a program or service.

Using the best in focus group research practices, groups will be constructed to include a cross-section of a given customer group. The questions and additional probes used during the focus groups will be consistent with the "guideline menu."

Comment Cards: Comment cards, when provided to a customer at the time a product or service is provided, offer an excellent means to give the bureaus and offices feedback. A comment card should have a limited number of questions and an opportunity to comment. These comment cards provide managers and service providers with direct and specific information from their customers that could not be obtained through any other means.

Electronic users may be offered the opportunity to complete a comment card via a "pop-up" window (or other web-enabled means that may be available). The "pop-up" window will not appear for every user; rather, the users will be selected randomly to receive the survey. This practice is widely used in private industry. In other instances, the electronic user may be offered the option to self-select in answering the electronic comment card.

Whether using paper or electronic comment cards, the intent is to provide a feedback mechanism. The data are not intended to be statistically significant. Although questions may include numeric scales, those data should be considered only in an anecdotal fashion and not reported as a significant measure.

Response Rates

OMB strongly suggests that agencies strive for a response rate of 70%, meaning that 70% of those surveyed respond to the survey. Follow up actions, including letters to the respondents reminding them to complete the survey or incentives for completing the survey are especially useful in raising response rates.

Types of Questions Covered by the Generic Clearance

The DOI Generic Clearance was approved for customer satisfaction surveys. Therefore, survey instruments that will be approved under the authority of the generic clearance must focus on customer satisfaction data. Survey instruments that include questions related to any of the following 11 topic areas are covered by the Generic Clearance. Although no one survey will cover all the topic areas, these should be viewed as a "guideline menu" from which bureaus and offices will develop their survey questions. Examples of the types of customer satisfaction questions that might be asked are provided under each topic.

1. Communication/information/education—Questions relating to:

   a. Providing consistent and timely information to the public.
   b. Determining how customers obtained their information.
   c. Making it easy for people to find out about proposed changes.
   d. Educating people about particular processes.
   e. Providing accurate, detailed, and affordable maps and brochures.
   f. Providing useful web site, signs, publications, and exhibits.
   g. Charging an appropriate fee for the information/material provided.
   h. Determining whether or not the customer feels the information provided was effective and helpful.
   i. Providing quality web-based information.
   j. Engaging the public in the planning process.

2. Disability accessibility—Questions relating to:

    a. Determining whether someone in the customer's party has a disability.
    b. If yes, determining how well the agency makes buildings, facilities, and trails accessible to people with disabilities.

3. Facilities—Questions relating to:

    a. Maintaining roads and trails.
    b. Maintaining a clean recreation site.
    c. Providing entrance/directional signs to sites and facilities.
    d. Providing a facility that is conducive to meeting specific user needs.

4. Management practices—Questions relating to:

    a. Responding to issues and problems in a timely manner.
    b. Providing access to a supervisor to resolve the problem.
    c. Understanding the customer's needs.
    d. Asking the customer: If you could make one improvement to *XXX* service, what would it be?

5. Resource management—Questions relating to:

    a. Providing reasonable access to resources.
    b. Asking the customer about the extent to which the natural and cultural resources are protected.
    c. Getting public input when identifying critical areas for conservation.
    d. Preserving water resources and habitat for fish, wildlife, and plants.

6. Rules, regulations, policies—Questions relating to:

    a. Ensuring public awareness of rules and regulations.
    b. Ensuring fair and consistent policies for all users.
    c. Ensuring that rules, regulations, and policies are clear and in plain language.
    d. Providing adequate protest and appeal policies to resolve issues and disputes.
    e. Adequately enforcing rules and regulations for all users.

7. Service delivery—Questions relating to:

    a. Providing a single point of contact.
    b. Determining whether the staff with whom the customer interacted was courteous and friendly.
    c. Determining whether the staff with whom the customer interacted was knowledgeable about rules and regulations.
    d. Determining whether the staff with whom the customer interacted was able to answer customer's questions about natural, historic, and cultural resources.
    e. Asking the customer if the staff listened to and considered his/her ideas.
    f. Determining whether the training received by the customer provided the information he/she needed.

g. Asking the customer if the response was timely.

8. Technical assistance--Questions relating to:

   a. Providing unbiased scientific and technical support products and services.
   b. Reflecting reasonable pricing.
   c. Ascertaining quality of the execution of the analysis and interpretation.
   d. Asking the customer if alternative interpretations were considered.
   e. Providing useful information.

9. Program-specific: These questions reflect the specific details of a program that pertain to its customer respondents. The questions developed should address very specific and/or technical issues related to the program. The questions should be geared toward gaining a better understanding about how to provide specific products and services as well as the priority the public would give to specific program objectives. DOI bureaus and offices will *not* ask the respondents for their opinions about policies.

10. Overall satisfaction—Questions worded as follows:

    a. Everything considered, how would you rate your overall satisfaction with the delivery of *XXX* program or service?
    b. Values my relationship as a customer.
    c. I will contact or visit again for information or services.
    d. I trust *XXX* agency to do a good job performing *XXX* mission.

11. General demographics—Questions such as the following:

    a. What is your zip code?
    b. How many times have you used this service in the previous 12 months?
    c. How many people are in your group?
    d. What activities did you participate in?
    e. As part of your recreation in this site/area, approximately how much money did you spend in the local community/area (e.g., lodging, equipment, food, fuel, maps/books, tours, guides)?
    f. What was your total household income (before taxes) in 2000 (e.g., less than $20,000; $20,000 to $39,999; $40,000 to $59,999; $60,000 to $79,999; $80,000 to $99,999; $100,000 to $119,999; $120,000 or more)?
    g. What is the highest level of education you have completed (some high school or less; high school graduate or GED; business school, trade school, or some college; college graduate; some graduate school; masters, Ph.D., or professional degree)?
    h. What is the primary language spoken at home? (e.g., English, Spanish)
    i. What do you consider your race? Please check all that apply. (American Indian/Alaska Native; Asian; Black/African American; Native Hawaiian/Pacific Islander; White; Other)

How to Use the Clearance

To use the Clearance authority, bureaus and offices must ensure that the survey instrument is consistent with the intent of the generic clearance; i.e., that the instruments focus on obtaining customer satisfaction data. A copy of the Generic Clearance can be found at attachment 5. Bureaus and offices must prepare an approval package and **submit <u>one paper copy</u> of that package to the Office of**

Planning and Performance Management followed by an <u>electronic c</u>opy of the entire package including the survey instrument and supporting materials (in Word or WordPerfect formats). A courtesy copy of the package should be sent via e-mail or hard copy to the bureau/office Information Collection Clearance Officer (see attachment 6 for a full list of bureau/office Information Collection Clearance Officers). Each package (both paper and electronic) must include the following:

- A copy of the entire survey instrument;
- A completed Information Form (see attachments 1 and 2);
- A signed Certification Form (see attachment 4);
- Other supporting materials, including cover letters, introductory scripts (primarily for focus groups) and follow-up letters (aimed at encouraging response).

Important: <u>One paper copy and one electronic copy of the entire package</u> containing each of the above components **MUST** be provided to the Office of Planning and Performance Management **BEFORE** we can process the request. Deviation from these guidelines will result in the package being returned to the requesting office/bureau for completion of missing components.

I. Timelines for Requesting Approvals

The request for approval under the Generic Clearance and submission of a complete and accurate approval package should be made to DOI at least 45 calendar days prior to the first day the bureau/office plans to administer the survey instrument to the public.

The Office of Planning and Performance Management will provide an administrative and technical review of the submitted materials within 5 business days, and notify the requesting bureau/office of the results. The Office of Planning and Performance Management will work with the bureau/office to make any necessary revisions before submitting the package to OMB for approval. Once OMB approves the instrument, the bureau/office will be notified. No survey instruments may be administered until OMB approval is received.

II. Request and Approval Process Steps

The steps in the Generic Clearance approval process include the following:

Step 1:

The requesting bureau/office completes the Information Form (attachment 2) and the Certification Form (attachment 4). Instructions are provided for each item on the form (attachment 1).

Step 2

The bureau/office submits one paper copy of the approval package to the Office of the Secretary's Office of Planning and Performance Management (PPP), followed by an electronic copy of the entire package in Word or WordPerfect format. A copy of the entire package should be provided to the respective bureau/office Information Collection Clearance Officer (see attachment 6). The package must include:

(a) the completed Information Form (attachment 2);
(b) signed Certification Form (attachment 4);
(c) any introductory script used in contacting the public;
(d) all cover letters, postcard reminders or follow-up letters to be sent to potential respondents (see example of cover letter in attachment 7);

(e) the entire survey instrument;
(f) necessary Paperwork Reduction Act (PRA) compliance language inserted into the survey instrument; and
(g) any other supporting materials.

For face-to-face information collections, such as interviews and focus groups, a short statement describing how the bureau/office intends to communicate PRA compliance information to respondents is required in the description of the survey methodology (required as part of the Information Form). Incomplete packages will be returned.

Paper copies of the entire package should be submitted to Sheri Harris, Office of Planning and Performance Management, Department of the Interior, M.S. 5248, 1849 C Street, NW, Washington, DC 20240, tel: 202/208-7342

Paper copies must be followed by an electronic copy of the entire submission package formatted as either MS Word or WordPerfect documents and sent via email to the Office of Planning and Performance Management to the following address:

Sheri_harris@ios.doi.gov

Step 3
PPP assigns a certification tracking number and confirms receipt of the package with an email to the bureau/office point of contact.

Step 4
PPP staff members conduct an administrative and technical review of the submission within 5 business days. The staff recommends (a) approval, (b) revision, (c) resubmission under the Standard Paperwork Reduction Act approval process, or (d) rejection of the proposed survey. If the package is not approved, the PPP will notify the originating office/bureau and coordinate revision and resubmission.

Step 5
Once approved, PPP staff transmits the package to OMB for final approval.

Step 6
OMB reviews the submission and notifies the PPP of approval or necessary revisions.

Step 7
Once approved by OMB, PPP notifies the requesting bureau/office and assigns an OMB number, a unique PPP identification number, and an expiration date (not to exceed three years). The requesting bureau/office should notify PPP, in writing, if a different expiration date is required. If OMB requires any special conditions to the approval, the requesting bureau/office will be informed and the conditions must be met for approval.

Should OMB reject the submission or have specific questions about the survey instrument, PPP will immediately inform the requesting bureau/office. The bureau/office may submit an appeal of the OMB decision to PPP, in writing. PPP will submit the appeal to OMB and inform the bureau/office of the results.

Step 8
The bureau/office prepares a final survey instrument, submitting an archive copy to PPP.

The final survey instrument must include the following: (a) the OMB number, (b) the unique PPP identification number, (c) the expiration date, and (d) the Paperwork Reduction Act compliance statement.

Additions or changes to a survey instrument after it has been approved, even within the specific topic areas, are not allowed by OMB. An exception is that questions may be deleted after approval by OMB, if necessary.

Step 9
The bureau/office submits a copy of the survey report to PPP (see requirements for Reporting Plan at Question #15 on Information Form) for archiving.

ATTACHMENT 1: Instructions for Completing Information Form for DOI Generic Clearance Submission, OMB Approval Number 1040-0001

1. **Survey Title/Date Submitted to the Office of Planning and Performance Management (PPP)**: Insert title for the proposed survey. Insert date that the expedited approval package will be submitted to PPP. Reminder: Please submit the package through your bureau/office Information Collection Officer.
2. **Bureau/Office:** Insert the name of the bureau/office conducting the survey.
3. **Abstract:** Summarize the proposed study with an abstract not to exceed 150 words.
4. **Bureau/Office Point of Contact Information:** Complete the bureau/office contact information. PPP will communicate with the point of contact listed here throughout the entire approval process.
5. **Principal Investigator (PI) Conducting the Survey:** Complete information about the PI who will be conducting the survey, if different than Point of Contact listed in #4. Otherwise note: Same as #4.
6. **Name of Program Office Conducting Survey:** Provide the name of the bureau program, office, or organizational unit conducting the survey.
7. **Description of Customers/Services Provided:** Provide a brief description of the customers who will be surveyed, the services provided by the program conducting the survey, and how these services are provided to customers.
8. **Survey Dates:** List the time period in which the survey will be conducted, including specific starting and ending dates. The starting date should be at least ***45*** days after the submission date. The request for expedited approval, and submission of a complete and accurate approval package, must be made at least ***45*** calendar days prior to the first day the PI wishes to administer the survey instrument to the public.
9. **Type of Information Collection Instrument:** Check the type(s) of information collection instrument(s) that will be used. If other, please explain.
10. **Survey Development:** Explain how the survey was developed. With whom did you consult during the development of the survey on content? On statistics? Did you pretest the survey? What actions did you take to improve the survey? What suggestions did you receive for improving the survey? (Note: A description of any pre-testing and peer review of the methods and/or instrument is highly recommended.)
11. **Survey Methodology:** Explain how the survey will be conducted. Provide a description of the survey methodology including: (a) How will the customers be sampled? (if fewer than all customers will be surveyed); (b) What percentage of customers asked to take the survey will respond, and (c) What actions are planned to increase the response rate? If statistics are generated, this description must be specific and include each of the following:
    - The respondent universe,
    - The sampling plan and all sampling procedures, including how individual respondents will be selected;
    - How the instrument will be administered;
    - Expected response rate and confidence levels (note: OMB encourages agencies to target a minimum response rate of 70%); and
    - Strategies for dealing with potential non-response bias.

    Note: Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by the web.

12. **Total Number of Initial Contacts/Expected Number of Respondents:** Provide an estimated total number of initial contacts and the total number of expected respondents.
13. **Estimated Time to Complete Initial Contact/Instrument:** Estimate the time to complete the initial contact and the survey instrument (in minutes).
14. **Total Burden Hours:** Provide the total number of burden hours. The total burden hours should account for the amount of time required to instruct the respondents in completing the survey, and the amount of time required for the respondent to complete the survey.
15. **Reporting Plan:** Provide a brief description of the reporting plan for the data being collected. A copy of all survey reports must be archived with the PPP. Please note this in the reporting plan.
16. **Justification, Purpose and Use:** Provide a brief justification for the survey, its purpose, goals, and utility to managers. (If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire customer population? Is this survey intended to measure a Government Performance and Results Act (GPRA) performance measure? If so, please include an excerpt from the appropriate document.

ATTACHMENT 2: Approval Form for DOI Programmatic Clearance for Customer Satisfaction Surveys (OMB Control Number 1040-0001, Expiration Date: January 31, 2005)

U.S. Department of the Interior **Office of Planning and Performance Management (PPP)**	**PPP Tracking Number:** ***(for PPP use only)***

1.	**Survey Title:**		**Date Submitted to PPP:**
2.	**Bureau:**		

3. **Abstract:**

(not to exceed 150 words)

4. **Bureau/Office Point of Contact Information**

First Name: | **Last Name:**

Title:

Bureau/Office:

Street Address:

City: | **State:** | **Zip code:**

Phone: | **Fax:**

Email:

5. **Principal Investigator (PI) Information**

First Name: | **Last Name:**

Title:

Bureau/Office:

Address:

City: | **State:** | **Zip:**

Phone: | **Fax:**

Email:

6.	**Name of Program or Office Conducting Survey:**				
7.	**Description of Customers/ Services Provided:**				
8.	**Survey Dates:**		(mm/dd/yyyy) to		(mm/dd/yyyy)

9.	**Type of Information Collection Instrument (Check ALL that Apply)**				
	__Intercept	**__Telephone**	**__Mail**	**__Web-based**	**__Focus Groups**
	__Comment Cards				
	__Other, Explain:				

10.	**Survey Development:** (Who assisted in survey content development Statistics? Was the survey pretested? How were improvements integrated?)	

11. **Survey Methodology:** (Use as much space as needed; if necessary include additional explanation on separate page.)

(a) Respondent universe:

(b) Sampling plan/procedures:

(c) Instrument administration:

(d) Expected response rate/confidence levels:

(e) Strategies for dealing with potential non-response bias:

(f) Description of any pre-testing and peer review of the methods and/or instrument (recommended):

12.	**Total Number of Initial Contacts/ Expected Number of Respondents:**			13. **Estimated Time to Complete Initial Contact | Instrument (mins.):**			14. **Total Burden Hours:**	

15. **Reporting Plan:**

16. Justification, Purpose, and Use:

Survey Justification and Purpose:

Survey Goals:

Utility to Managers:

How will the results of the survey be analyzed and used?

What Statistical Techniques will be used to generalize the results to the entire customer population?

Is this survey intended to measure a Government Performance and Results Act (GPRA) performance measure? If so, please include an excerpt from the appropriate document.

ATTACHMENT 3: Checklist for Submitting a Request to Use DOI Programmatic Clearance for Customer Satisfaction Surveys

☐ ***All*** questions in the survey instrument are within the scope of one of the DOI Programmatic Clearance for Customer Satisfaction Surveys topic areas.

☐ The approval package is being submitted to the Office of Planning and Performance Management at least ***45*** days prior to the first day the PI wishes to administer the survey to the public.

The approval package includes:

- ☐ a completed Information Form
- ☐ a signed Certification Form
- ☐ a copy of the survey instrument
- ☐ other supporting materials, such as
  - ☐ cover letters to accompany mail-back questionnaires
  - ☐ introductory scripts for initial contact of respondents
  - ☐ necessary Paperwork Reduction Act compliance language
  - ☐ follow-up letters/reminders sent to respondents

The survey methodology presented on the Information Form includes a specific description of:

- ☐ (a) the respondent universe
- ☐ (b) the sampling plan and all sampling procedures, including how respondents will be selected
- ☐ (c) how the instrument will be administered
- ☐ (d) expected response rate and confidence levels
- ☐ (e) strategies for dealing with potential non-response bias
- ☐ (f) a description of any pre-testing and peer review of the methods and/or the instrument is highly recommended.

☐ The burden hours reported on the Information Form include the number of burden hours associated with the initial contact of all individuals in the sample (i.e., including refusals), if applicable, and the number of burden hours associated with individuals expected to complete the survey instrument.

☐ The package is properly formatted (Word or WordPerfect) and submitted to the Office of Planning and Performance Management with a copy to the Bureau/Office Information Collection Officer (both in paper and electronic formats).

All submission packages must be formatted as MS Word or WordPerfect documents and submitted in both paper copy and electronic formats to the Office of Planning and Performance Management at the following address:

Sheri L. Harris
Office of Planning and Performance Management
Department of the Interior
1849 C Street, NW
M.S. 5258
Washington, DC 20240
e-mail: Sheri_harris@ios.doi.gov

Electronic copies of this document, the entire Generic Clearance package, and required forms and checklists are available on Interior's Office of Planning and Performance Management website at: www.doi.gov/ppp

ATTACHMENT 4: CERTIFICATION FORM FOR PAPERWORK REDUCTION ACT
DOI GENERIC CLEARANCE SUBMISSION UNDER OMB APPROVAL NUMBER 1040-0001

This form should only be used if you are submitting a collection of information for approval under the DOI Programmatic (Generic) Clearance for Customer Satisfaction Surveys, assigned OMB approval number 1040-0001, valid until January 31, 2005. If the collection does not satisfy the requirements of the program clearance, you should follow the regular Paperwork Reduction Act clearance procedures described in 5 CFR 1320.
Bureau/Office Subgroup or Program:
Title *(Please be specific)*:
Burden Hour Estimates Number of Respondents: Hours/Min Per Response: Total Burden Hours:
Bureau/Office Contact (person who can best answer questions about the content of the submission): Name: Phone:
Certification: The collection of information requested by this submission meets the requirements of the OMB approval number 1040-0001.
Bureau/Office Technical Reviewer DATE
DOI Director, Office of Planning and Performance Management DATE
OMB, Office of Information and Regulatory Affairs (OIRA) DATE

ATTACHMENT 5:

Supporting Statement for
Department of the Interior's
Programmatic Clearance for Customer Satisfaction Surveys

(OMB Control Number 1040-0001)
Approved January 2002 through January 31, 2005

Introduction:

The Department of the Interior (DOI) requests a 3-year programmatic clearance from the Office of Management and Budget (OMB) to conduct customer research through external surveys by means of in-person intercept surveys, telephone interviews or questionnaires, mail and e-mail surveys, web-based surveys, focus groups, and comment cards.

The proposed information collection request (ICR) covers most of the organizational agencies in DOI. However, the National Park Service (NPS), which has one of the most mature customer survey programs in the Federal Government, will continue under its own separate clearance given the complexity and specificity of its program. The participating bureaus and offices covered under the proposed ICR include:

Bureau of Indian Affairs
Bureau of Land Management (BLM)
Bureau of Reclamation
US Fish & Wildlife Service (FWS)
Office of Insular Affairs
Minerals Management Service
Office of the Secretary
Office of Surface Mining
US Geological Survey (USGS)

A. Justification

1. What circumstances make this collection necessary?

The Government Performance and Results Act (GPRA) of 1993 (Pub.L. No. 103-62) sets out to "improve Federal program effectiveness and public accountability by promoting a new focus on results, service quality, and customer satisfaction" (Section 2.b.3). In order to fulfill this responsibility, DOI's bureaus and offices must collect data from their respective user groups to (1) better understand the needs and desires of the public and (2) respond to those needs and desires accordingly.

This course of action is fortified by Executive Order (E.O.) 12862 (September 11, 1993) aimed at "ensuring the Federal Government provides the highest quality service possible to the American people." The E.O. discusses surveys as a means for determining the kinds and qualities of service desired by the Federal Government's customers and for determining satisfaction levels for existing service. These voluntary customer surveys will be used to ascertain customer satisfaction with DOI's bureaus and offices in terms of services and products. Previous customer surveys have provided useful information to DOI's bureaus and offices for assessing how well we deliver our services and products, making improvements, and reporting on annual performance goals as set out in GPRA-related documents. The results are used internally, and summaries are provided to the OMB on an annual basis and are used to satisfy the requirements and spirit of E.O. 12862.

Furthermore, E.O. 12862 requires agencies to provide a "means to address customer complaints." To that end, bureaus and offices may use customer comment cards as an opportunity for customers to provide feedback to the agencies on the service they have received.

More recently, President Bush's Management Agenda for 2001 calls for citizen-centered government. The Secretary of the Interior's August 3, 2001 memorandum, "Management Excellence and Citizen-Centered Service," directs bureaus and offices to focus on citizen-centered governance. The proposed OMB Guideline for Ensuring and Maximizing the Quality, Objectivity, Utility, and Integrity of Information Dissemination by Federal Agencies would require agencies to submit annual reports "detailing the number and nature of complaints received by the agency regarding agency compliance with these OMB guidelines." Comment cards and other survey methods facilitated by this programmatic clearance would provide valuable information to assist DOI's bureaus and offices in following the Administration's guidance.

In addition to GPRA and E.O. 12862, the statutes, regulations, and Secretarial Orders that created each of the bureaus and offices further enhance the need to engage the public and deliver quality products and services to our customers.

2. How, by whom, and for what purpose is the information to be used?

Chiefly, these data are being collected to improve the service and products that the participating bureaus and offices provide to the public. They also use this information to support all aspects of planning, from buildings, roads, and interpretive exhibits, to technical systems. In conducting their management, planning, and monitoring activities, managers also use the information to allocate effectively their limited personnel and financial resources to the highest priority elements.

DOI anticipates that the information obtained could lead to reallocation of resources, revisions in certain agency processes and policies, and development of guidance related to the agency's customer services. Ultimately, these changes should result in improvement in services DOI provides to the public and, in turn, the public perception of DOI.

Types of Questions Asked

There are 11 topic areas that the participating bureaus and offices are proposing to voluntarily obtain information from their customers and stakeholders. No one survey will cover all the topic areas; rather, this serves as a “guideline menu” from which the agencies would develop their questions. Examples of the types of questions that would be asked under each topic are provided. Under the proposed ICR, the agencies could use these specific questions or develop questions that fit within the generally understood confines of the topic area. Questions may be asked in languages other than English, e.g., Spanish, where appropriate.

The surveys could be designed using one of two generally accepted modes: (a) a statement for which the respondent uses a scaled answer (e.g., strongly agree, strongly disagree, not applicable, etc., based on a Lichert Scale) or (b) a question that asks for a specific response (e.g., yes/no, demographics, open-ended improvement question, etc.). For questions that use the Lichert scale and a preset list of options, the data will be reported in a numeric fashion, including average response and percent favorable. Open-ended questions will be subjected to a content analysis and be reported on accordingly.

1. Communication/information/education:

(a) Providing consistent and timely information to the public.
(b) Where did you obtain your information about this site?
(c) Making it easy for people to find out about proposed changes.
(d) Educating people about particular processes.
(e) Providing accurate, detailed, and affordable maps and brochures.
(f) Providing useful web site, signs, publications, and exhibits.
(g) Charging an appropriate fee for the information/material provided.
(h) The information provided was effective and helpful.
(i) Providing quality web-based information.
(j) Engaging the public in the planning process.

2. Disability accessibility:

(a) Do you or does someone in your party have a disability?
(b) If yes, how well does the agency make buildings, facilities, and trails accessible to people with disabilities?
(c) Accessibility to the programs and activities that address my needs.

3. Facilities:

(a) Maintaining roads and trails.
(b) Maintaining a clean recreation site.
(c) Providing entrance/directional signs to sites and facilities.
(d) Providing a facility that is conducive to meeting specific user needs.

4. Management practices:

(a) Responding to issues and problems in a timely manner.
(b) Providing access to a supervisor to resolve the problem.
(c) Understanding my needs.
(d) If you could make one improvement to *XXX* service, what would it be?

5. Resource management:

(a) Providing reasonable access to resources.
(b) The extent to which the natural and cultural resources are protected.
(c) Getting public input when identifying critical areas for conservation.
(d) Preserving water resources and habitat for fish, wildlife, and plants.

6. Rules, regulations, policies:

(a) Ensuring public awareness of rules and regulations.
(b) Ensuring fair and consistent policies for all users.
(c) The rules, regulations, and policies are clear and in plain language.
(d) Providing adequate protest and appeal policies to resolve issues and disputes.
(e) Adequately enforcing rules and regulations for all users.

7. Service delivery:

(a) Providing a single point of contact.
(b) The staff I interacted with were courteous and friendly.
(c) The staff I interacted with were knowledgeable about the rules and regulations.
(d) The staff I interacted with are able to answer my questions about natural, historic, and cultural resources.
(e) The staff listened to and considered my ideas.
(f) The training I received provided the information I needed.
(g) The response was timely.

8. Technical assistance:

(a) Provides unbiased scientific and technical support products and services.
(b) Reflects reasonable pricing.
(c) Quality of the execution of the analysis and interpretation.
(d) Considered alternative interpretations.
(e) Provides useful information.

9. Program-specific: These questions will reflect the specific details of a program that pertain to their customer respondents. The questions will be developed to address very specific and/or technical issues related to the program. The questions will be geared toward gaining a better understanding about how to provide specific products and services as well as the priority the public would give to specific program objectives; they will *not* ask the respondents for their opinions about policies.

10. Overall satisfaction:
(a) Everything considered, how would you rate your overall satisfaction with the delivery of *XXX* program or service?
(b) Values my relationship as a customer.
(c) I will contact or visit again for information or services.
(d) I trust *XXX* agency to do a good job performing *XXX* mission.

11. General demographics:

(a) What is your zip code?
(b) How many times have you used this service in the previous 12 months?
(c) How many people are in your group?
(d) What activities did you participate in?
(e) As part of your recreation in this site/area, approximately how much money did you spend in the local community/area (e.g., lodging, equipment, food, fuel, maps/books, tours, guides)?
(f) What was your total household income (before taxes) in 2000 (e.g., less than $20,000; $20,000 to $39,999; $40,000 to $59,999; $60,000 to $79,999; $80,000 to $99,999; $100,000 to $119,999; $120,000 or more)?
(g) What is the highest level of education you have completed (some high school or less; high school graduate or GED; business school, trade school, or some college; college graduate; some graduate school; masters, Ph.D., or professional degree)?
(h) What is the primary language spoken at home? (e.g., English, Spanish)
(i) In what ethnic group would you place you place yourself (Hispanic/Latino or non-Hispanic/Latino)?
(j) In what race would you place yourself (American Indian, Eskimo, Aleut; Asian or Pacific Islander; Black or African America; White; Native Hawaiian)? Select one or more.

How are data used?

Managers and program specialists use these data to identify:

- ❑ Service needs of customers
- ❑ Strengths and weaknesses of services
- ❑ Ideas or suggestions for improvement of services from our customers
- ❑ Barriers to achieving customer service standards
- ❑ Changes to customer service standards
- ❑ Baselines to measure change in improving service delivery over time
- ❑ Improving public trust in government

Strategic Plan/Annual Performance Plan Measures

In fulfilling the requirements of GPRA, DOI and all of its bureaus and offices have created a Strategic Plan in coordination with their respective stakeholders. GPRA requires the DOI to report annually on their progress toward achieving the goals outlined in the Annual Performance Plan. Some of the data collected may be used as the basis or in support of specific performance measures.

For example, FWS has just developed an annual performance goal requiring that bureau to complete and analyze a new national visitor satisfaction survey process comparable to that used by other Federal land management agencies. This goal depends on having a programmatic clearance in place to facilitate the survey process. BLM has numerous customer service goals, including specific satisfaction targets for its processes and services provided to recreators on public lands as well as authorized users.

3. Does the collection involve the use of information technology? Does it reduce the burden and to what extent?

Improved information technology will be used, when possible, to reduce the burden on the public. One of the goals of this effort is to obtain the information required with a minimum amount of burden to the public. The information will be gathered through personal telephone interviews, intercept interviews or questionnaires, focus groups, web-based forums, mail and email questionnaires, and comment cards.

For products or services that are provided through electronic means, whether E-commerce or web-based information, a web survey may be used. In other cases, telephone surveys may be employed to ease the burden on the public. BLM's experience shows that telephone surveys can produce some of the highest response rates while impacting the respondent to the smallest degree.

4. Is the information duplicated by any other Federal agency, and can similar available information be used or modified for this collection?

This effort does not duplicate any other survey being done by DOI or other Federal agencies. Other Federal agencies are conducting user surveys but are not soliciting comments on the delivery of DOI products and services. As part of this effort, DOI consulted with other agencies, including the Department of Agriculture and the U.S. Environmental Protection Agency, who conduct surveys of similar customers.

DOI is keeping abreast of what other Federal agencies are doing regarding customer surveys. The participating bureaus and offices work in partnerships with the Interagency Customer Forum. The Forum identifies and develops crosscutting performance goals, shares customer service methodologies and related information, and ensures comparability of data to eliminate redundancy.

Furthermore, DOI's Customer Forum, which includes representatives of the bureaus in DOI, regularly meets to discuss the crosscutting issues and data needs in the customer service arena.

5. What is the Agency doing to minimize the burden on small businesses or other small entities?

One of the main purposes of this effort is to gather information needed without putting a significant additional burden on small entities. Small samples will be used to select respondents, and the number of questions on the surveys will be kept to a minimum. Small entities, as well as DOI, will benefit from the government's increased responsiveness to their needs. Use of electronic means also have the potential to reduce the burden on small entities.

6. Are there any technical or legal obstacles to reducing the burden, and what are the consequences to the Federal program if the information is not collected or is collected less frequently?

Without this information collection, DOI would not be able to determine the kind and quality of service customers want, their level of satisfaction, or ways to improve customer service. In addition, DOI would not be able to meet the requirements of GPRA, Executive Order 12862, or the President's Management Agenda (August 2001).

7. Are there any special circumstances for exceptions to 5 CFR 1320.5(d)(2) requiring respondents to: (i) report more often than quarterly, (ii) prepare written responses in fewer than 30 days after receipt, (iii) to submit more than an original and two copies of any document, (iv) retain records for more than 3 years?

The collection of information is consistent with these provisions, except for (ii). We are asking respondents to send back their responses in fewer than 30 days after receipt of the survey. On these types of surveys, respondents normally will respond rather quickly if they intend to respond at all. The first survey (for each bureau's customer line) will provide our baseline data, and we will consider all responses until the time we make the final baseline report. These are voluntary surveys and respondents, of course, are not obligated to respond. Also, there are no special circumstances with respect to 5 CFR 1320.5(d)(2)(v) through (viii).

8. What efforts were made to consult with the public and a representative sample of respondents?

As required in 5 CFR 1320.11, DOI provided the 60-day review and comment process with a notice published in the *Federal Register* on August 8, 2001 (66 FR 41600), soliciting comments on DOI's planned and existing customer research. No public comments were received.

DOI also consulted with and/or received relevant material from several agencies, including the NPS and the U.S. Environmental Protection Agency.

9. Will payment or gifts be provided to respondents?

A great deal of the literature related to customer satisfaction research recommends that incentives, monetary and non-monetary, be used to increase response rates (see D. Dillman publications, specifically *Mail and Internet Surveys*, 2000). Although bureaus and offices acting in wholly a regulatory role would not seek to provide remuneration to their permittees, bureaus and offices that operate in a more service-related mode may find incentives to be both helpful and appropriate. Therefore, DOI proposes to handle remuneration/incentives on a case-by-case basis as part of the expedited OMB review (i.e., the 10-day expedited OMB review). An agency may propose non-monetary incentives; such as a discount at an on-site book store, a small souvenir, or complimentary access to a facility/site.

10. What assurance of confidentiality is provided to respondents?

We protect information submitted by respondents that is considered confidential or proprietary under the Freedom of Information Act and in accordance with each bureau's regulations on protecting these data. Respondents are informed of this assurance on the survey forms or during the course of the survey interview.

11. Does the information collected include any questions of a sensitive nature?

The questions used on these surveys will not be of a sensitive nature.

12. What is the estimated reporting and recordkeeping "hour" burden?

We estimate that there are approximately 60,000 respondents submitting surveys annually and that it takes approximately 15 minutes to complete each survey. We also estimate that there are approximately 60,000 respondents submitting comment cards annually and that it takes 3 minutes to complete each comment card. Given these estimates, DOI anticipates a budget of 18,000 hours per year for these proposed collections. We estimate, based on a $15 per hour valuation of volunteer time and the projected budget hours, an approximate aggregate cost to respondents of $270,000. Burden includes the total time, effort, or financial resources expended to generate, maintain, retain, or disclose or provide the information, including: (1) reviewing instructions; (2) developing, acquiring, installing, and utilizing technology and systems for purposes of collecting, validating, verifying, processing, maintaining, disclosing, and providing information; (3) adjusting the existing ways to comply with any previously applicable instructions and requirements; (4) training personnel to respond to a collection of information; (5) searching data sources; (6) completing and reviewing the collection of information; and (7) transmitting or otherwise disclosing information.

13. What is the estimated reporting and recordkeeping "non-hour cost" burden?

We have identified no reporting and recordkeeping "non-hour cost" burdens associated with this proposed collection of information.

14. What is the estimated annualized cost to the Federal Government?

The bureaus and offices will, on a case-by-case situation, determine if it is more efficient and cost effective to develop and analyze these surveys in-house or to turn to private or other non-government entities to provide that service. Current budgets anticipate an aggregated expense for all participating bureaus/offices in the Department of $1.2 million per annum.

15. Are there any program changes or adjustments requested in Sections 13 or 14 of the Form OMB 83-I?

As this is a new collection, it is a program increase of 18,000 hours to OMB's Inventory. There is no cost burden requested in Section 14. However, this ICR is expected to replace the following approved generic collections: USGS's OMB Control Number 1028-0071 (with 3,000 hours) and BLM's OMB Control Numbers 1004-0172 (500 hours), 1004-0181 (3,250 hours), and 1004-0193 (3,250 hours). Given the downward budget estimations of these existing clearances, this collection will realize a net increase of 10,000 hours.

16. Are there any plans for tabulation and publication of the results of the information collected?

These data will be collected annually and scheduled to correspond to the time period that will gain the greatest response rates for the given group.

The aggregate information will be published annually and available on the Internet as well as through publications that will best reach the respective groups.

17. Is the agency seeking approval not to display the expiration date?

No, we will display OMB's expiration date on the surveys.

18. Is the agency requesting exceptions to the certification statement in Section 19 of Form OMB 83-I?

To the extent the topics apply to this collection of information, we are not requesting exceptions to the "Certification of Paperwork Reduction Act Submissions."

B. Collection of Information Employing Statistical Methods.

1. What is the respondent universe and will any sampling techniques be used? What is the expected response rate?

The participating bureaus and offices propose to survey customers in the following general categories:

- Authorized public land uses (e.g., rights-of-way, land management transactions, mining, recreation, oil & gas, grazing, wildlife photographers, hunters, and fishers)
- Coal operators
- Contractors/venders
- Disabled persons and groups representing disabled persons
- Educators/researchers
- Environmental groups
- Governments representatives (State, local, and foreign)
- Grant recipients
- Indian Tribes/Alaskan Natives/Native Americans
- Industry groups (e.g., mining, oil and gas)
- Insular governments
- Interested publics/special interest groups (e.g., Friends groups for wildlife refuges)
- Law enforcement authorities, custom brokers, and brokers' associations
- Local communities
- Private and public land stakeholders (e.g., hunting, fishing, farming, banking, legal, real estate representatives, and land trust operators)
- Public information center users
- Scientific data users and technical assistance recipients
- State wildlife agencies' representatives
- Taxidermists and falconers
- Technical training recipients
- Trade organizations
- Utilities' representatives
- Visitors/Recreation
- Volunteers (past, present, prospective)
- Zoo, aquarium, and botanical garden stakeholders

In most cases, the respondent base will be pulled from a randomized sample of the user population, and where necessary, a stratified sample will be used to assure 95 percent confidence at different operating levels (ege., providing data on responding permittees at the State or region level). In some cases where the user population is small, the entire population will need to be surveyed. In all cases, the sample will be of a reasonable size and representative of the targeted population.

2/3. What are the procedures for collecting this information? What methods will be used to maximize the response rate?

In all customer research, the goal of DOI is to employ the best statistical models that, in turn, will lead to the best data from which sound management decisions can be made. Therefore, an 80 percent response rate has been set for all customer surveys, with a 70 percent response rate as base threshold.

Different user and stakeholder groups function and interact with the respective bureaus and offices in different ways. In order to meet the response rate goal, six different methodologies will be available for use. The methodology will be chosen based on achieving statistical significance while keeping the cost as low as possible. In all cases, the goal is to achieve the 95 percent confidence level with a sampling error no greater than ± 5%. The total number of respondents sought for each survey will be based on achieving this level. In most cases, the respondent base will be pulled from a randomized sample of the user population, and where necessary, a stratified sample will be used to achieve accurate statistical measures at the appropriate National, State, or regional level. In some cases where the user population is small, the entire population will need to be surveyed.

<u>Intercept</u>: In a face-to-face situation, the survey instrument is provided to a respondent who completes it while on site and then returns it. The survey proctor is prepared to answer any questions the respondent may have about how to fill out the instrument but does not interfere or influence how the respondents answer the questions. This methodology provides the highest response rate—typically between 80-85 percent.

<u>Telephone</u>: Using existing databases, an interviewer will contact customers who have had a specific experience with the agency. The interviewer will dial back until the customer has been reached. Once contacted, the survey respondent is given a brief introduction to the survey, including its importance and use. The interviewer will then expeditiously move through the survey questions. When this methodology is employed, the typical response rate is between 70 and 85 percent, depending on the customer group.

<u>Mail</u>: Using existing lists of customer addresses, a three contact-approach based on Dillman's "Tailored Design Method" will be employed. The first contact is a cover letter explaining that a survey is coming to them and why it is important to the agency. The second contact will be the survey instrument itself along with a postage-paid addressed envelope to return the survey. The third contact will be a reminder postcard sent 10 days after the survey was sent. Finally, the respondents will receive a letter thanking them for the willingness to participate in the survey and reminding them to return it if they have not already done so. At each juncture, the respondents will be given multiple ways to contact someone with questions regarding the survey (including phone, FAX, web, and email). If the survey has been lost, the respondent can request that another be sent to them. Electronic mail is sometimes used instead of postal mail to communicate with customers. Although this is a cost-effective mode to survey a large group of people, it

does not usually generate the best response rate. Telephone calls to non-respondents can be used to increase response rates.

Web-based: For products or services that are provided through electronic means, whether e-commerce or web-based information, a web or email survey may be most appropriate. During the course of their web interaction, users can volunteer to add their name to a list of future surveys. From this list, a respondent pool will be selected in accordance with the sampling procedures outlined above. An email will be sent to them explaining the need and importance of the survey with a web link to the survey. Within 5 days, a follow-up email will be sent to the respondents reminding them to complete the survey. Finally, the respondents will receive an email thanking them for the willingness to participate in the survey and reminding them to complete it if they have not already. The respondent will always have the option to submit the survey in paper form, should they elect to do so.

Focus Groups: Some data and information are best collected through more subjective, conversational means. A focus group is an informal, small-group discussion designed to obtain in-depth qualitative information. Individuals are specifically invited to participate in the discussion, whether in person or through technologically enhanced means (e.g., video conferencing, on-line sessions). Participants are encouraged to talk with each other about their experiences, preferences, needs, observations, or perceptions. A moderator whose role is to foster interaction leads the conversation. The moderator makes sure that all participants are encouraged to contribute and that no individual dominates the conversation. Furthermore, the moderator manages the discussion to make sure it does not stray too far from the topic of interest. Focus groups are most useful in an exploratory stage or when the bureau/office wants to develop a deeper understanding of a program or service.

Using the best in focus group research practices, groups will be constructed to include a cross-section of a given customer group. The questions and additional probes used during the focus groups will be consistent with the "guideline menu."

Comment Cards: As discussed in Item A.1., agencies have been instructed to provide a means to address customer complaints. To facilitate this, comment cards may be employed. Comment cards, when provided to a customer at the time a product or service is provided, offer an excellent means to give the bureaus and offices feedback. A comment card should have a limited number of questions and an opportunity to comment. These comment cards provide managers and service providers with direct and specific information from their customers that could not be obtained through any other means.

Electronic users may be offered the opportunity to complete a comment card via a "pop-up" window (or other web-enabled means that may be available). The "pop-up" window will not appear for every user; rather, the users will be selected randomly to receive the survey. This practice is widely used in private industry. In other instances, the electronic user may be offered the option to self-select in answering the electronic comment card.

Whether using paper or electronic comment cards, the intent is to provide a feedback mechanism. The data are not intended to be statistically significant. Although questions may include numeric scales, those data should be considered only in an anecdotal fashion and not reported as a significant measure.

4. What test of procedures or methods were used?

Tests of procedures or methods are not necessarily employed. During methodology selection and instrument design, bureaus and offices and their contractors are urged to ensure that essential statistical standards are maintained. This may include testing of procedures or methods.

5. What is the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency?

This submission was prepared in consultation with Coray Gurnitz Consulting, Arlington, VA. (Contact: Roy Wright, M.P.A., and Kevin Coray, Ph.D. (703) 685-7001)

DOI's Office of Planning and Performance Management, in concert with other statistical experts in DOI, will serve as the "secondary office of control," coordinating the customer research efforts of DOI and ensuring that statistical aspects of the design remain consistent with this submission. (Contact: Office of Planning and Performance Management (202) 208-1818)

Attachment 6: List of DOI Bureau and Office Information Collection Officers

Version June 19, 2002

Bureau/ Office	Name	Voice #	E-Mail Address	Fax #
FOIA	Sue Ellen Sloca	202-208-6045	Sue_Ellen_Sloca@ios.doi.gov	
BLM	Michael Schwartz	202-452-5198	Michael_Schwartz@blm.gov	202-653-5287
WBR	Susan Rush	303-445-2047	SRush@do.usbr.gov	303-445-6575
MMS	Jo Ann Lauterbach	202-208-7744	Jo.Ann.Lauterbach@mms.gov	
FWS	Rebecca Mullin	703-358-2287	Rebecca_Mullin@mail.fws.gov	703-358-2269
NPS	Betsy Chittenden	202-208-5297	Betsy_Chittenden@nps.gov	
USGS	John E. Cordyack	703-648-7313	JCordyac@usgs.gov	703-648-7198
OSM	John Trelease	202-208-2783	JTreleas@osmre.gov	202-219-3111
OST	Sarah Yepa	505-248-5711	Sarah_Yepa@ios.doi.gov	505-248-5782
BIA	Ruth Bajema	202-208-2574	RuthBajema@bia.gov	202-208-6597
PAM	Debra Sonderman	202-208-6352	Debra_Sonderman@ios.doi.gov	
OEO	Michael Dole	202-208-5183	Michael_Dole@ios.doi.gov	
PFM	Debbie Smith	202-208-3250	Deborah_L_Smith@ios.doi.gov	

Chief Information Officer	Hord Tipton (A)	202-208-6194	Hord_Tipton@blm.gov	202-501-2360
Deputy CIO	Sue Rachlin	202-208-6194	Sue_Rachlin@ios.doi.gov	202-501-2360
CIO Contact	Roy Francis	202-208-5424	Roy_Francis@ios.doi.gov	202-501-2360
Designee of Senior Official	H.Theodore Heintz	202-208-4939	Theodore_Heintz@ios.doi.gov	202-208-5602
DOI Info. Coll. Coordinator	Donald Bieniewicz	202-208-4915	Donald_Bieniewicz@ios.doi.gov	202-208-5602

OMB-OIRA Desk Officer	Dave Rostker/Ruth Solomon	202-395-3897	David_Rostker@omb.eop.gov	202-395-7285
OMB Docket Librarian	Pamela Beverly	202-395-6881	OIRA_DOCKET@omb.eop.gov	202-395-5806
OMB Docket Lib. Man.	Joe Lackey	202-395-7316	Joseph_F.Lackey_Jr.@omb.eop.gov	

Attachment 7: Examples of Customer Satisfaction Survey Instruments and Cover Letters

SAMPLE COVER LETTER

United States Department of the Interior

U.S. Geological Survey
Biological Resources Division
12100 Beech Forest Road
Laurel, Maryland 20708-4038
301-497-5780, FAX 301-497-5784

March 20, 2003

«Customer»
«CustomerAddress»

Dear «Customer»:

The U.S. Geological Survey values you as a partner and customer. We ask you to evaluate one our science products or services of the USGS «CenterName», described as
«Title»

The advice you provide will help us improve our science products and their delivery. Please return the questionnaire on the back of this letter. A stamped return envelope is enclosed. If you prefer, you can also FAX it to me at 301-497-5784 or answer the questions on the web at
http://www.mp2-pwrc.usgs.gov/brd/customerbrd.asp?ID=«ID»

If you have any questions about the product, please contact «PI» («PIphone», «PIemail»). If you have any questions about the survey, please contact me (Paul Geissler, 301-497-5780, Paul_Geissler@usgs.gov).

Thank you for helping us to improve our science. We will post the results on the web and let you know when they are available.

Sincerely,

Paul Geissler
Customer Service and Research Team

SAMPLE QUESTIONNAIRE

Survey Questions

«ID»

1. **How satisfied are you with this product?**

- TIMELINESS - Was the information available soon enough to meet your needs?
  [ ] Very Satisfied [ ] Satisfied [ ] Dissatisfied [ ] Very Dissatisfied [ ] Does Not Apply
- QUALITY of analysis/interpretations - Are the analyses appropriate and the conclusions justified?
  [ ] Very Satisfied [ ] Satisfied [ ] Dissatisfied [ ] Very Dissatisfied [ ] Does Not Apply
- LEVEL OF DETAIL - Was the appropriate amount of information provided?
  [ ] Very Satisfied [ ] Satisfied [ ] Dissatisfied [ ] Very Dissatisfied [ ] Does Not Apply
- USABILITY - Is the information easy to understand and apply?
  [ ] Very Satisfied [ ] Satisfied [ ] Dissatisfied [ ] Very Dissatisfied [ ] Does Not Apply
- USEFULNESS - Does the information meet your needs?
  [ ] Very Satisfied [ ] Satisfied [ ] Dissatisfied [ ] Very Dissatisfied [ ] Does Not Apply
- INTERACTIONS with USGS - Were your contacts with USGS satisfactory?
  [ ] Very Satisfied [ ] Satisfied [ ] Dissatisfied [ ] Very Dissatisfied [ ] Does Not Apply
- OVERALL SATISFACTION
  [ ] Very Satisfied [ ] Satisfied [ ] Dissatisfied [ ] Very Dissatisfied [ ] Does Not Apply

2. **Did or will you use the information for:**

- Research
  [ ] Yes [ ] No [ ] Unknown
- Natural Resource Management
  [ ] Yes [ ] No [ ] Unknown
- Hazard Mitigation
  [ ] Yes [ ] No [ ] Unknown
- Education
  [ ] Yes [ ] No [ ] Unknown

3. **How do you use the information?**

4. **What decisions were (will be) influenced by this information, including decisions to continue current practices?**

5. **Suggestions for improvement**